

A vibrant night scene at an outdoor event, likely a festival or fair. The foreground features a woman with large hoop earrings and a man in a red shirt, both smiling and looking towards the right. In the background, a woman in a white dress and a man in a black shirt are visible. The scene is illuminated by warm string lights hanging from the ceiling, and a large, illuminated star-shaped structure is visible in the distance. The overall atmosphere is festive and social.

# TRAVEL ALBERTA CONSUMER BRAND GUIDE

VERSION 4.1 JANUARY 2023

Alberta's brand is always evolving to the shifts in our world, the travel industry, traveller desires and our mandate as a destination management organization.

At the heart of this brand evolution is a renewed focus on Alberta's people and personality because that is part of our distinct, competitive advantage.

As we relaunch the province to the world, we will leverage Alberta's independent spirit, incredible spaces and welcoming faces in all we do. We will continue to draw visitors with the iconic visual landscapes we are known for, and we will celebrate our unique people and cultures, which make us a little different than the rest of the country.

Understanding our brand and being able to communicate it both consistently and coherently are vital in helping us reach our business goals. While this brand guide provides the technical details you need, its main purpose is to inspire you to create great work that captures our unique spirit and inspires travellers to visit Alberta for the experience of a lifetime – or to stay for a lifetime.



**TANNIS GAFFNEY**

Travel Alberta Team Member

Senior Vice President, Chief Marketing Officer

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# 1

**BRAND STRATEGY**



# 1.1 BRAND MANIFESTO

Our manifesto is an inspiring written statement that brings the Alberta brand to life. It celebrates the type of people who live here and calls out to the type of travellers who are drawn here. It's a promise that's fulfilled every day, in every season and region, by the people, places and experiences of Alberta.

It's here to provide inspiration to your work and to remind you what we're really selling and who we're selling it to.

There's one in every family.

The nonconformist.

The one who doesn't always fall in line.

Unapologetically against the grain.

These are people formed by a place  
that is both majestic and rugged.

True to the wild roses that flourish here:

Beautiful. Resilient. Not without a few thorns.

It's where truly Canadian meets truly independent.

Where the Great Plains meet the Great Divide.

Where sacred places hold stories passed  
forward for thousands of years.

This is an open invitation to the bold and adventurous.

A place where the free-spirited are always welcome –  
for a moment, a week or a lifetime.

This is

**CANADA'S WILD SIDE**

This is

**CANADA'S ALBERTA**



## 1.2 BRAND ATTRIBUTES

Five distinct attributes inform our brand and should be present in our work. These underlying elements of our brand are true to both the people and places of Alberta.

### **DISTINCTIVELY CANADIAN**

#### **A little different than the rest of the country**

- We are an outlier among Canadians
- Bolder, louder, less in-line
- Everything iconic you love about Canada

### **SPIRITED**

#### **A glint in our eye**

- Energetic and a bit mischievous
- Brave, bold and courageous
- We work hard and play hard

### **INDEPENDENT**

#### **A fierce belief in ourselves**

- True to our western roots, we don't always conform
- Unafraid to go it alone and to try new things
- Willing to go against norms and chart new paths

### **WELCOMING**

#### **A warmth in our smile**

- Warm and hospitable
- The ultimate hosts, we love gathering and bringing people together
- Refreshingly down-to-earth

### **FREING**

#### **A liberating escape from what holds you down and holds you back**

- Open spaces and opportunity
- Breaking rules, going your own way
- You can be who you want to be here



# 1.3 BRAND MODEL

Our Brand Model is an intentionally clear and direct framework to help you understand the different elements of the brand, how they fit together and how they influence our consumer-facing work. It connects our core offering to our audience and their needs, bringing Alberta to life in a way that is compelling and inspiring.

- TRAVELLERS**  
Playground for the free-spirited
- RESIDENTS**  
Home of the free-spirited
- BUSINESS**  
Opportunity for the free-spirited



**INDEPENDENT SPIRIT  
INCREDIBLE SPACES  
WELCOMING FACES**

**ULTIMATE TRAVELLERS, WITH A FOCUS ON CURIOUS ADVENTURERS**

- Open to possibilities
- Planning for spontaneity
- Searching for discovery

## 1.4 WHAT THE BRAND IS AND ISN'T

Our "Wild Side" is a twist on known and loved Canadian culture. It's the part of our personality that asks "Why not?" and propels us to say "Yes, let's!"

### OUR WILD SIDE IS ...

**Adventurous**  
**Curious**  
**Spirited**  
**Warm and welcoming**

### OUR WILD SIDE ISN'T ...

**Reckless**  
**Irresponsible**  
**Aggressive**  
**Cold and cynical**



# 2

## GUIDING PRINCIPLES





## 2.1 WILDLY EMOTIONAL

## 2.2 WILDLY RELEVANT

### CREATING FAME

At the heart of our work is a desire to stand out from other destinations and create fame for Alberta. To do this, we must strive for making emotional connections with travellers. Not simply telling them about this place and these people, but making them feel what it's like to visit Alberta and to be Albertan, whether that's for a day, a week or a lifetime.

### THE IMPORTANCE OF CONTEXT

Everyone who sees our communications comes in with different levels of understanding of and interest in Alberta. Thinking about what's important to our audience, where they're seeing our message and how it will interact within that environment is vitally important to creating work that resonates. Here are some questions to think about:

- Where is this going to be placed? What is surrounding it?
- What is the traveller doing when they come across this piece?
- How much do they know about Alberta?
- Are they opting in to see the creative or are we interrupting them?
- Is the content going to provide them with value in return for their time?

### WHERE WE SHOW UP IMPACTS HOW WE SHOW UP

How our travellers encounter our communications goes a long way in establishing the tone and messaging we should use.

Content targeted at new audiences will reach people with lower awareness of our offerings – and even where and what Alberta is. This type of messaging has to earn the viewer's attention and also respect that we're interrupting the content they are on that site to consume.

Content that appears on our own channels is generally seen by travellers with a higher awareness of Alberta and a desire to connect and communicate with us. We still have to earn their attention and be respectful of their time, but our existing relationship gives us more leverage to go deeper – focusing on specific activities and experiences.

## 2.3 THE PEOPLE MAKE THE PLACE

## 2.4 STAY TRUE TO THE PEOPLE AND PLACE

### INDEPENDENT SPIRIT AND WELCOMING FACES

The unique attitude and personality of Albertans helps set us apart from other destinations. Capturing this blend of spirited independence and genuine warmth is vital to our brand and attracting our travellers.

### INCREDIBLE SPACES

Alberta is undeniably beautiful. From the Rockies to the prairies, from the northern boreal forests to the southern Badlands – it's as stunning as it is diverse. Each area of the province delivers unique geographies and landscapes that are compelling and inspiring to travellers.

### GENUINE

You can't fake attitude and you can't create personality. Capturing real, genuine moments is key to communicating the brand. When we think about what type of moments we showcase, it's good to ask yourself these questions: Does the moment feel like I could see it happening in real life? Does the moment make me (and our audience) want to be a part of it? If not, it's not on-brand.

### BALANCING ASPIRATIONAL AND ATTAINABLE

While hanging from a sheer rock face or climbing on the ridge of a mountain are both experiences you can have in Alberta, they aren't overly realistic to most of our travellers. It is certainly okay to include aspirational imagery, as a way to build credibility and appeal to the desire of travellers to visit a place that draws the world's greatest athletes and adventurers.

But it's important to balance the aspirational with the attainable. Finding and capturing real moments and making them feel unreal.

### UNDERSTANDING OUR RELATIONSHIP

Being real is extremely dependent on the context and environment. "Real" in a paid ad to an audience who is unfamiliar with us will naturally look and feel quite different than an organic social post to an audience who actively follows us – because being real means understanding the relationship you have with someone. In our case, the tone and language we use evolves to fit this relationship.

3

**OUR AUDIENCE**



## 3.1 OUR AUDIENCE: CURIOUS ADVENTURERS

Equally as important as the messages we want to communicate are the people we hope to connect with and inspire. We have identified two audience personas who are drawn to Alberta's landscapes, people and experiences – **Curious Adventurers** and **Hotspot Hunters**.

To learn more about how to activate against these personas, download the [Ultimate Traveller Playbook](#).

Curious Adventurers immerse themselves in the places they travel – leaving time for unplanned encounters and activities that allow them to truly know a destination.

For Curious Adventurers, travel is about getting a different perspective on the world. They're energized by exploring new places and inspired to learn all they can about a destination through its landscapes, authentic culture and the people they meet. Spontaneous and open-minded, they're fuelled by a sense of adventure and discovery, knowing that organic moments can provide their best experiences. They are thoughtful planners, investing time before their trip to help forge deeper connections with a place.

### Overview

Age	40-55
Gender Role	Equal
Children at Home	25%
Research	Experiential
Lists	Just ideas
Scheduling	Allowing space
Local Experiences	Organic
Lifestyle & Interests	Look for opportunities to learn. Spend more on outdoor excursions, home entertainment and technology.

### Motivation and Planning

- Discovery
- Exploration
- Personal growth
- Immersing
- Rich experiences
- Open to possibilities
- To know a destination I need to spend time to understand it
- Planning is a part of the trip
- Constantly grazing for information
- Hear from locals

### Needs

- Authentic connection – immersion in a place
- Personal enlightenment
- Fulfillment through discovery
- To belong
- To feel like a local

### Personal Interests

- Birdwatching
- Camping
- Hiking
- Home Entertainment
- Motorcycles & ATVs
- Motorized Watercrafts
- Museums
- RVing
- Studying genealogy

## 3.2

# OUR AUDIENCE:

## HOTSPOT HUNTERS

Equally as important as the messages we want to communicate are the people we hope to connect with and inspire. We have identified two audience personas who are drawn to Alberta's landscapes, people and experiences – **Curious Adventurers** and **Hotspot Hunters**.

To learn more about how to activate against these personas, download the [Ultimate Traveller Playbook](#).

Hotspot Hunters live for travel – these excited, passionate travellers want to see it all, do it all and collect the stories to prove it.

For Hotspot Hunters, travel is about achievement and accomplishment. They want to visit the top attractions, take part in one-of-a-kind experiences and connect with local experts. They're driven to make the most of every minute, to fill their trips with as many stories and memories as possible – and they plan accordingly, leaving little to chance and deprioritizing sleep.

### Overview

Age	30-45
Gender Role	Female-led
Children at Home	50%
Research	Logistical
Lists	What to do
Scheduling	Tightly planned
Local Experiences	Curated
Lifestyle & Interests	Sports fans and avid investors.  Spend more on high-profile activities like live concerts, museums and sporting events.

### Motivation and Planning

- Achievement
- Completion
- Personal status
- Collecting stories
- Want to be in control
- To know a destination I need to see it all
- Planning enables the trip
- Targeted search for information
- Hear from other travellers/experts

### Needs

- Connection through activities
- Value (both time and money)
- Fulfillment through experiences
- A sense of accomplishment
- "Best moment ever" experiences

### Personal Interests

- Golf
- Live Concerts
- Live Sporting Events
- Luxury Goods
- Musical Instruments
- NFL
- Photography Equipment

# 4

**THE GUARDRAILS**



## 4.1 CONTENT CREATION THOUGHT STARTERS

What does it mean to be a playground for the free-spirited? Where do we see Canada's Wild Side come to life in our province?

The following categories are a starting point for developing content and stories of Alberta's people, places, activities and experiences. Focus on imagery and stories that demonstrate Alberta's unique personality and help us stand out from other destinations. A place where the unexpected is embraced and we put our own twist on things, where outsiders are welcome and those who defy convention are celebrated.

### History & Culture: **Wild Culture**

Alberta's history and culture is so much more than just the wild west. We combine cowboy culture with pride festivals, mix a thriving arts and music scene with historical sites and authentic Indigenous experiences for a wild culture all our own.



### Outdoor Activities: **Get Wild**

Albertans aren't wallflowers. We get outdoors and get active every chance we get. Taking advantage of the natural wonders all around us we search out fun, exciting and heart-racing ways to get wild.



### Animals: **Wild Life**

Wildlife is simply a part of life here. We're lucky to share this special place with animals of all shapes and sizes. Some are elusive and sightings are rare, while others wander the streets right alongside us, but they're a living reminder of the wild nature of Alberta.



## 4.1 CONTENT CREATION THOUGHT STARTERS

(continued)

### Culinary: **Wild Dishes**

Much more than meat and potatoes, Alberta's culinary and dining scene continues to grab worldwide attention. With innovative takes on classic dishes, restaurants and chefs across the province craft new and exciting food experiences that showcase our unique personality and elevate our local ingredients.



### Landscapes, Geography & Nature: **Wild Lands**

The wild beauty of our province is breathtaking and awe-inspiring. From majestic peaks to rolling grasslands, northern boreal forests to prehistoric badlands the diverse landscapes of Alberta are anything but boring.



### Unique Accommodations: **Stay Wild**

Whether you checking-in to a 5-star castle high in the mountains or camping in a geodesic glass dome under the northern lights, Alberta offers places to stay as unique and interesting as the province itself.





# 4.1 CONTENT CREATION THOUGHT STARTERS

(continued)

## Cities: **Urban Wilds**

Edmonton and Calgary are diverse and dynamic cities, bringing together different cultures, communities and characters. These young and constantly evolving cities are home to some of our most interesting people, places and things to do, proving you don't have to be in the wild, to have a wild time.



## Kids & Family: **Wild at Heart**

Embracing your wild side isn't only for adults. Alberta is full of events, adventures and activities that bring families and kids together and give them the opportunity to get a little (or a lot) wild.



## 4.2 VISUALS

### CAPTURING VISUALS (PHOTO/VIDEO)

Rather than specific photography/cinematography tips, we believe it's more important to focus on what we're trying to communicate as opposed to setting rigid rules. Here are five keys to great Alberta photography:

1. It's authentic.
2. It captures the attitude and personality.
3. It's beautiful.
4. It creates a sense of place
5. It makes you want to visit or participate.

### JUDGING VISUALS

When editing and selecting visuals, we want to judge them by mood first, content second.

- Does it communicate our personality?
- Does it capture real emotion?
- Is it good enough to stop people from scrolling?
- Does it stand out from its environment, or does it look like everything else it's surrounded by?
- Does it make you want to know more about the place, the experience and the people?



## 4.3 PHOTOGRAPHY

Our photography can be loosely grouped into three tiers which reflect the consumer marketing funnels: **Awareness**, **Consideration** and **Preference**. While there are no clear, distinct lines that define each tier, there are specific characteristics that help establish how we classify an image. These groupings are also helpful in determining where and when we use these images in our communications.

### AWARENESS

These images are so iconic and compelling they can stand on their own, without a headline. They instantly inspire the audience, create a sense of place with a uniquely Alberta context and draw the viewer in.



## 4.3 PHOTOGRAPHY

### CONSIDERATION

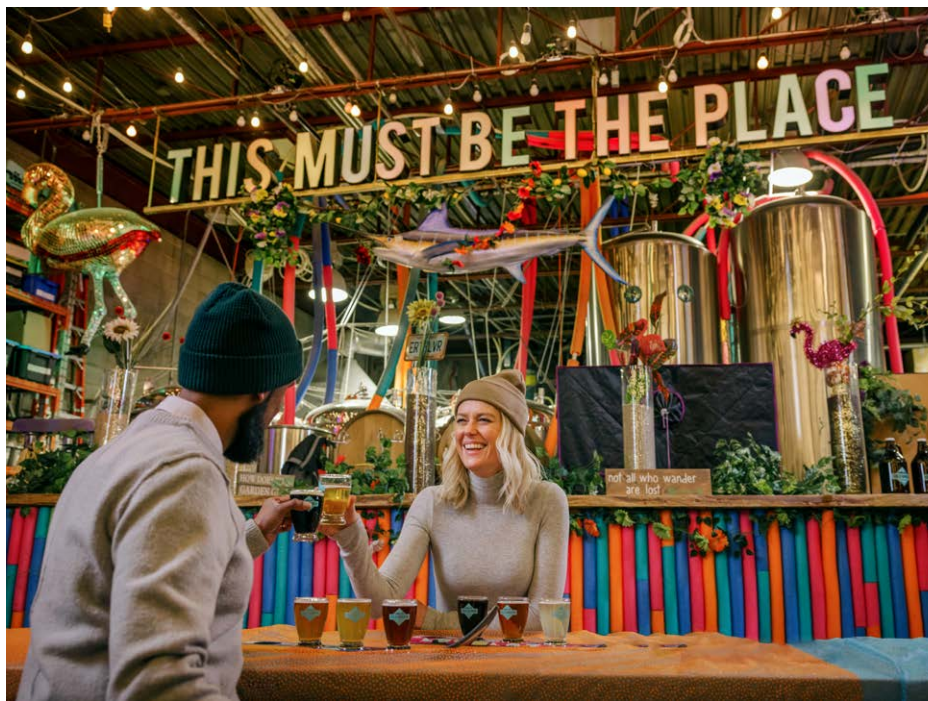
These images are often used in tandem with a headline or need a descriptor to give them context. They are more narrowly focused on specific attractions or events.



## 4.3 PHOTOGRAPHY

### PREFERENCE

Editorial style. These images help support elements of the story, bringing context and deeper insights into the subject. Often, they can include very specific elements of attractions and experiences to help illustrate the complete experience.



## 4.3 PHOTOGRAPHY

### TECHNICAL NOTES

When briefing creative partners to capture photography and video, please ensure they are aware of these visual guidelines and key technical elements.

#### Energetic Subjects

Foster genuine moments with talent, creating environments that are open, relaxed and focused. Energy can come from light, movement and activities. When appropriate, prioritize focusing on the sense of emotion, over the sense of place. Capture people in settings looking relaxed and content. Where possible, cast real-life friends who are reconnecting and depict genuine affection.



#### Dynamic Skies

One of Alberta's most compelling features are its dramatic, living skies. Skies with evolving cloud formations and bold colours help set Alberta apart from other destinations and celebrate our wide-open spaces. Warm/cool colour relationships can add a refreshing quality to imagery. For example, warm skies set around cool plant life, or cool skies around warm rock tones.



## 4.3 PHOTOGRAPHY

### TECHNICAL NOTES (continued)

#### Focal Lighting

Sunlight reflecting off the turquoise blue of an alpine lake, the northern lights illuminating the night sky or the warm glow of sunset falling on the wide-open prairie. Lighting that provides a focal point and energizes the image often plays an important role in capturing and creating compelling moments. Avoid intense, midday lighting scenarios to avoid top-down shadows. Morning light is especially crucial.



#### Vivid, Natural Colours

Bold, rich colours are a constant in our breathtaking landscapes. Colours that seem unreal, but that could only be created by nature. Within our imagery, look for settings and landscapes that highlight these vibrant and authentic colour patterns.



# 4.3 PHOTOGRAPHY

## AREAS OF PHOTOGRAPHY TO AVOID

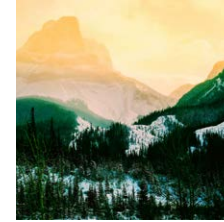
To maintain the integrity of our visual brand, the elements and techniques we purposely avoid are as important as the elements we want to capture.



❌ Black-and-white photography



❌ Use of high-dynamic range (HDR)



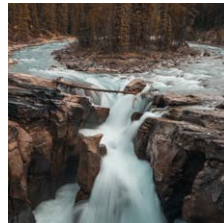
❌ Oversaturated or desaturated colours



❌ Grey skies in winter scenes (i.e., white snow against grey sky)



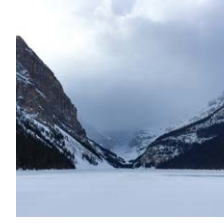
❌ Use of photo editing software



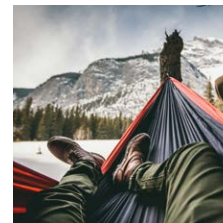
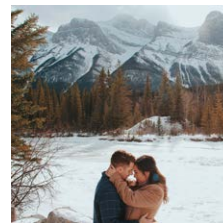
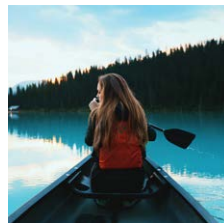
❌ Effects such as dramatic long exposures, unnatural lighting or extreme wide angles



❌ Cliché or posed situations, over-happy or romantic people or contrived activities



❌ Filters to alter colour or tone





## 4.4 DESIGN

### COLOUR PALETTE

#### Primary Colour Palette

Our primary palette's main colour is an earthy red. Red helps to reinforce that Alberta is a Canadian destination and reflects our warm and friendly hospitality.

#### Secondary Colour Palette

The secondary palette provides flexibility for corporate communications. It is rarely used in consumer marketing applications.

#### Primary Palette

##### RED

**PANTONE** 186  
**HEX** #9C0F00  
**RGB** 156 15 0  
**CMYK** 2 100 85 6

##### WHITE

**HEX** #FFFFFF  
**RGB** 255 255 255  
**CMYK** 0 0 0 0

#### Secondary Palette

##### ROSE

**PANTONE** 2046  
**HEX** #BC4E8A  
**RGB** 188 78 138  
**CMYK** 0 86 7 3

##### TURQUOISE

**PANTONE** 3272  
**HEX** #00A79A  
**RGB** 0 167 154  
**CMYK** 94 0 48 0

##### GREY

**HEX** #787878  
**RGB** 120 120 120  
**CMYK** 0 0 0 65

##### DARK RED

**PANTONE** 1815  
**HEX** #6D1012  
**RGB** 109 16 18  
**CMYK** 16 97 86 54

##### NAVY

**PANTONE** 3035  
**HEX** #073142  
**RGB** 7 49 66  
**CMYK** 100 30 19 76

##### BLACK

**HEX** #000000  
**RGB** 0 0 0  
**CMYK** 0 0 0 100

## 4.4 DESIGN

### TYPOGRAPHY

Futura PT is our primary typeface. Generally, try to use either bold or book weight, but other weights may be used if needed.

#### Futura PT Bold

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**Aa**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

#### Futura PT Book

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**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### Futura PT Heavy

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**Aa**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

#### Futura PT Medium

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**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### Futura PT Light

---

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## 4.4 DESIGN

### TYPEFACE FOR ASIAN MARKETS

Noto Sans CJK JP is our typeface for Chinese and Japanese markets.

The Noto CJK typeface was developed by Adobe and Google as a “high-quality, harmonized font family for all modern devices covering all languages.” It can comprehensively be used for Chinese and Japanese markets and will remain consistently beautiful.

### DEFAULT SYSTEM FONT

When Futura PT is not available use Segoe UI in place. Generally, try to use either bold or book weight, but other weights may be used if needed.

#### Noto Sans CJK JP Bold

---

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ENGLISH  
CANADA’S ALBERTA

SIMPLIFIED CHINESE  
加拿大阿尔伯塔省 (TRANSLATION IS FPO)

JAPANESE  
カナダのアルバータ (TRANSLATION IS FPO)

#### Noto Sans CJK JP Regular

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Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ENGLISH  
CANADA’S ALBERTA

SIMPLIFIED CHINESE  
加拿大阿尔伯塔省 (TRANSLATION IS FPO)

JAPANESE  
カナダのアルバータ (TRANSLATION IS FPO)

#### Segoe UI Bold

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Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### Segoe UI Regular

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Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## 4.4 DESIGN

### CONSUMER WORDMARK

Our sign-off, “Canada’s Alberta,” was designed with our brand objectives and traveller perceptions in mind. Leading with “Canada” addresses travellers’ limited knowledge of our province and quickly positions Alberta within a Canadian context. The possessive element, with its inclusive language, nods to the warm and welcoming side of the brand with its inclusive language.

#### Vertical Lockup

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CANADA'S  
ALBERTA

#### Horizontal Lockup

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CANADA'S ALBERTA

#### Vertical Reverse Lockup

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CANADA'S  
ALBERTA

#### Horizontal Reverse Lockup

---

CANADA'S ALBERTA

## 4.5 WRITING

### CONSUMER TONE OF VOICE

Our tone changes slightly depending on the audience, the format and the context. While we're more inspirational in Awareness-level ad copy, we become more conversational and colloquial in our Conversation-level copy and social media channels.

#### Awareness Copy

- Tone: Inspiring, persuasive, intriguing
- The voice of the inspiring and intriguing host. It's life-affirming and invigorating. It brings our "Wild Side" to life and gives just enough information to leave the reader wanting to discover more, learn more, find out more about this place called Alberta. Remember, at this point we're trying to stand out from every other destination in the world, so we need to be memorable and draw the reader in.

#### Short-Form Consideration Copy

- Tone: Real, actionable, exciting
- The voice of the friend, the guide, the instigator. It's the encouragement the reader needs to jump in and experience our "Wild Side", to click the link, watch the video, learn more about this place and the experiences available.
- Remove the distance between you and the reader.

#### Long-Form Preference Copy

- Tone: Energetic, inviting, conversational
- The voice of the welcoming local. It's inspiring and passionate about our great activities and experiences.
- It's where anticipation is heightened and our "Wild Side" is brought to life – the energetic speech a local delivers on a chair lift, what your guide tells you at the trailhead of a great hike or how your foodie friend describes the amazing meal they just had. It's inspired while still feeling real, and conversational without downplaying our amazing experiences.



## 4.5 WRITING

### STYLE CONVENTIONS FOR WRITING

Travel Alberta follows the Canadian Press Stylebook and Canadian Press Caps and Spelling. For specific style convention questions, please contact [studio@travelalberta.com](mailto:studio@travelalberta.com).

#### Telephone Numbers

Telephone numbers are always formatted with hyphens between groups of numerals.

**Example:** 403-648-1000

#### Email Addresses

When writing out a Travel Alberta email address, use all lowercase.

**Example:**

- ✔ jane.doe@travelalberta.com
- ✘ Jane.Doe@TravelAlberta.com

#### URLs

We no longer write www in front of website addresses. The www is understood as a universal prefix.

**Example:** industry.travelalberta.com | canadianbadlands.com

#### Time

Time is always denoted using lowercase with periods. A space is included between the number and the a.m. or p.m. We do not use the 24-hour clock.

**Example:**

- ✔ The museum is open Tuesday through Saturday from 9 a.m. to 7 p.m.
- ✘ 9a.m., 9 am, 9 AM, 9A.M., 0900 hrs, 09:00, 9:00

References to time-based activities or events should always be given in local time – mountain daylight time in the summer and mountain standard time in the winter.

**Example:** 8 a.m. (MDT), 5 p.m. (MST)

#### Dates

For consistency, dates in body copy should be written in the month, day and year format. The month is always written out in full, except in tabular format.

**Example:**

- ✔ January 4, 2022
- ✘ 4 January, 2022 | 04 January, 2022 | Jan. 04/22  
01/04/22 | 4/01/22

In tabular format, months are abbreviated, with no period. The month precedes the day, followed by a forward slash and two digits to denote the year. This formatting is to conserve space in tables.

**Example:** Jan 2/22 Stars on Ice Rexall Place

Years or eras can be abbreviated if necessary. However, avoid the common error of preceding the abbreviation with a single quotation mark rather than an apostrophe. Also, avoid adding an apostrophe to a pluralized date. When adding an apostrophe, ensure it points downward and not upward.

**Example:**

- ✔ 1983 or '83
- ✔ The 1920s or the '20s or the mid-1940s
- ✘ '20s, 1950's, late 40's

#### Temperatures

For all English content, temperatures are first listed in Celsius, followed by Fahrenheit in parentheses. For a Canadian audience only, use Celsius.

**Example:**

In June, the average temperature in Alberta is 20 degrees Celsius (68 degrees Fahrenheit).

In June, the average temperature in Alberta is 20°C (68°F).

## 4.5 WRITING

### STYLE CONVENTIONS FOR WRITING (continued)

#### Directions

Combined directions are not separated by spaces or hyphens.

**Example:** The park is northeast of Lethbridge. In the southernmost part of the province ...

- ✔ Pincher Creek lies south-southwest of Calgary.
- ✘ The park is north east of Lethbridge.
- ✘ The park is north-east of Lethbridge.
- ✘ In the southern-most part of the province ...

#### Distance Measurements

In all writing for Travel Alberta, distances are first stated in kilometres, followed by miles in parentheses. The exception to this rule is that we only use kilometres when we are writing exclusively to a Canadian audience. No periods or hyphens are used with any distances.

**Example:**

- ✔ The Cowboy Trail is 700 km (435 mi) from top to bottom.
- ✘ The Cowboy Trail is 435 mi (700 km) from top to bottom.

**Example:**

- ✔ 700 km (435 mi)
- ✘ 700 km. (435 mi.)
- ✘ 700 k.m. (435 mi.)

Communicate distance in km/mi as opposed to drive time or travel time as these can vary greatly depending on weather and conditions.

#### Abbreviations for Places

Places that have common abbreviations, like the United States and the United Kingdom, should be written out whenever possible, but when abbreviations are used, we always use periods between the letters.

**Example:** U.S. | U.K.

#### Street Addresses

When directing readers to a specific address, separate the suite number from the building number with an en dash (no spaces on either side). Numeric street names are expressed simply as the number. Street types are abbreviated (i.e., 9 Ave and not 9th Avenue).

**Example:** Write to Travel Alberta at 400–1601 9 Ave SE for more information.

In body copy, write street types out in full for better readability.

**Example:** The gallery scene in Calgary is alive in many neighbourhoods: along 11 Avenue SW; on 17 Avenue SW; along Inglewood's main street, 9 Avenue SE; and in the Mission district, along 4 Avenue SW.

#### Currency

When listing pricing for packages offers, currency should always be transparent. There are two acceptable ways to highlight currency. The first is with a country designation before the dollar amount (US or C); the other is with the country designation after the number (USD or CAD).

**Example:** US\$500 or \$500 USD | C\$500 or \$500 CAD

#### Numbers

Spell out whole numbers below 10 and use figures for 10 and above. However, if a number starts a sentence, it must always be spelled out, no matter its size. Number ranges should be separated by a hyphen. Do not include spaces around the hyphen.

**Example:** 2021-2022 | 57-59

#### Acronyms

In general, try to avoid acronyms. If you do have to use them, spell them out the first time they're introduced, followed by the acronym in parentheses. After first usage, the acronym can be used as a standalone.



# TRAVEL ALBERTA

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